



**OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO**

MEMORANDUM

Date : December 14, 2010
To : Council President Tony Young & Honorable City Councilmembers
From : Mayor Jerry Sanders
Subject : Appointments and Reappointments to the Parking Advisory Board

It is my pleasure to appoint Benjamin Nicholls and Robert Weinberg and reappoint Ernestine Bonn, Tom Brady and John Cunningham to the Parking Advisory Board, subject to your confirmation.

Benjamin Nicholls is the Executive Director of the Hillcrest Business Association (HBA), the oldest business association in San Diego. HBA represents over 1,200 businesses and acts as a liaison between the Hillcrest business community and the City of San Diego, and promotes economic development in the area.

Mr. Nicholls spent four years as Executive Director of the Pacific Beach Community Development Corporation prior to his current position with HBA. He has also served on the Board of Directors for Golden Hill Community Development Corporation and San Diego Business Improvement District Council. Mr. Nicholls received his Bachelor of Arts in Politics and Labor History from Victoria University of Wellington, New Zealand. He also holds a Certificate in Community and Economic Development from San Diego State University.

Mr. Nicholls is replacing Diana Spyridonidis, who resigned, as the Business Improvement District representative on the Board. He resides in South Park and will serve a term expiring December 31, 2012.

Robert Weinberg is President of The MarketBuilding Team, a full service marketing communications agency focusing on client account development, maintenance and program oversight in the areas of finance, real estate, construction, and non-profit communities. He is very involved in the local community, including the Rotary Club of Rancho Bernardo Sunrise, where he was named Rotarian of the year in 2006. He also serves on the Board of Directors for San Diego North Chamber of Commerce and is Founder/Chair of the Palmy Awards for Excellence in Marketing.

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Mr. Weinberg received a Bachelor of Arts in Political Science from George Washington University and holds a Post-Baccalaureate Diploma in Direct Marketing from New York University. He was nominated by Councilmember Carl DeMaio to represent District 5 on the Board. Mr. Weinberg will replace Jay Riordan, who resigned, for a term ending December 31, 2011. He resides in Rancho Bernardo.

In addition, Ernestine Bonn, Tom Brady and John Cunningham are being reappointed for terms expiring December 31, 2012. Ernestine Bonn serves as the District 3 representative and resides in North Park. Tom Brady is the representative from District 1 and resides in La Jolla. John Cunningham represents District 2 and resides Downtown.

Finally, I would like to name Mr. Cunningham as Chair of the Parking Advisory Board. He will succeed Frank Alessi, who is terming out.

The Parking Advisory Board advises the Mayor and City Council on policy issues relating to parking and parking control implementation decisions, and provides support and input to Community Parking District Advisory Boards, when requested. I ask that you join me in thanking these individuals for their willingness to serve the citizens of the City of San Diego in this capacity.



JERRY SANDERS
Mayor

JS:jb

cc: City Attorney Jan Goldsmith
City Clerk Elizabeth Maland